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# ABSTRACT



I'm Naif Tamaihi I'm from Jeddah in Saudi Arabia, and I really had a difficult life with an education. I got a diploma in technical support and a batcher degree in Computer Engineering. I've been in San Francisco for three years and this is my fifth semester in Academy of Art WNM major.

I'm a quite person, not a good speaker and I like new technology, traveling, discovering new culture. I think the life is difficult but I believe how can I make it easier?





# PERSONAS

## PERSONA 1



**Name:** Bassam Abdullah  
**Age:** 27  
**Location:** Cincinnati, Ohio  
**Occupation:** Engineering student  
**Car :** Honda

### Task flow

“ I want a car app that is alerting me and catching vehicles that are going over speed limit when driving ”



“ I don’t want to lose more friend on the raod ”

### Needs:

-I need an alert to knowing me if there are any Vehicles going over speed limit around me.

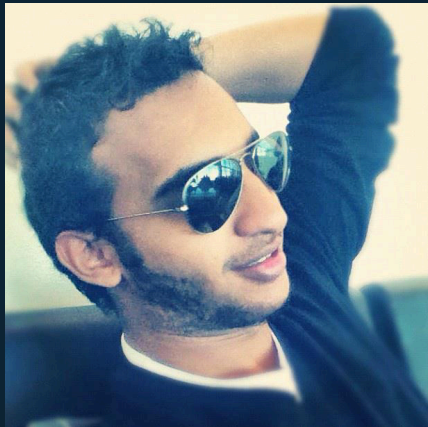
### Goles:

- Radar in a Vehicle for catches Vehicles that are going over the speed limit to be saved.

### Background

Bassam is a person who had a bad experience of car accident. He lost his friend in car accident when his friend driving on highway. His friend was driving normally on the rode but suddenly there is drunk driver going over speed limit and crash his car and his friend die in it.

PERSONA 2



Name: Ibrahim Al-nofai  
Age: 23  
Location: San Francisco, CA  
Occuation: Law student  
Car : Mazda 3

“ I spend a lot money on tickets ”

- Needs:**

  - I need alert that helped me on the rode when I go over speed limit.
- Goles:**

  - Catch the speed limit cameras radar on the road when I'm driving.
  - Alert me if I go over speed limit.
- Background:**

Ibrahim is person who likes to go over speed limit on the rode. He spent a lot of money on tickets. He always wants someone to alert him on the rode when he drives to keep him safe.

Task flow

“ I want a car app that is alerting me and showing traffic signs on the road when speeding fast ”



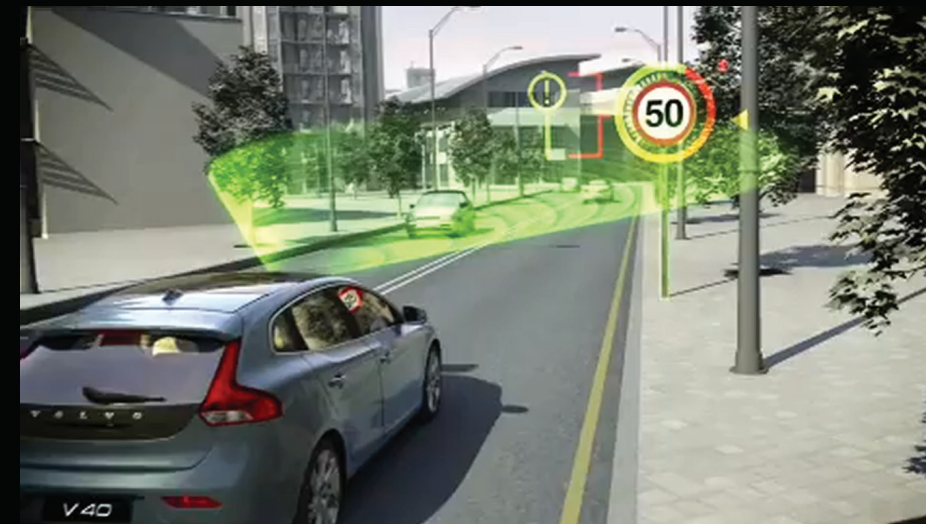






# MOODBORDS

## MOOD-BOARD 1



Radar Car

Lucida Sans

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Vv Ww Xx Uu

Yy Zz





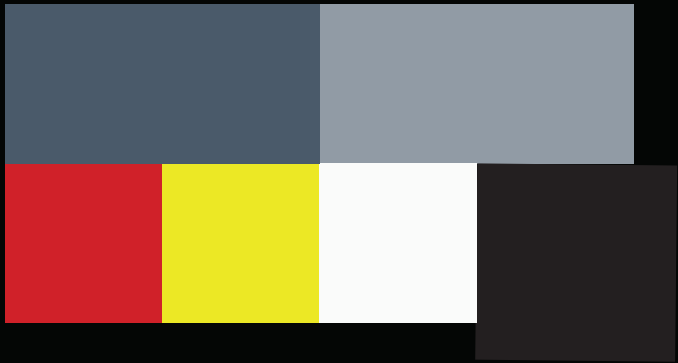
MOOD-BOARD 2



Radar Car

Helvetica

Aa Bb Cc Dd Ee f g h i j k l m n  
o p q r s t v w x u y z



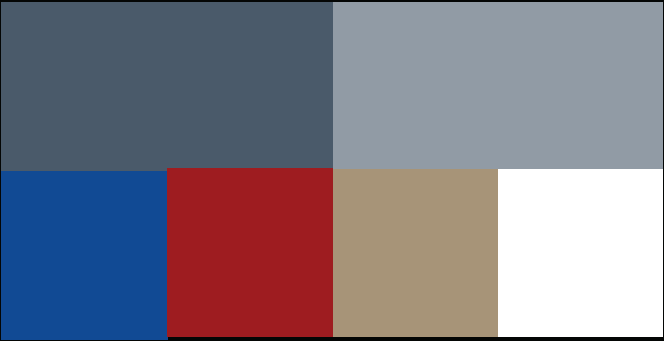
MOOD-BOARD 3



Radar Car

Futura-Normal

Aa Bb Cc Dd Ee f g h i j k l m n o  
p q r s t v w x u y z







# COMPETITIVE ANALYSIS

## AUTOLIV

### Pros

- Clear inter faces.
- Showing a real traffic signs while driving.

### Cons

- Dose not care about cars that go over speed limt arund you.
- NO Map





# WIREFRAMS

